

PX 599

From: Brad Garlinghouse <[REDACTED]@ripple.com>
Sent: Wednesday, November 22, 2017 2:06 PM
To: [REDACTED]
Subject: Re: Partnership / listing XRP on the 3rd largest exchange with 1M Chinese customers

smart!

On Wed, Nov 22, 2017 at 3:03 PM, [REDACTED]@ripple.com> wrote:

> Separately - I'll have a tweet translated into Chinese for us to go
> out with from Ripple's twitter account when it launches tomorrow.

>
> On Wed, Nov 22, 2017 at 1:02 PM, [REDACTED]@ripple.com>
> wrote:

>
>> No worries. I retweeted. Thanks!

>>
>> [REDACTED]
>> Head of Content | Ripple
>> [REDACTED]@ripple.com | ripple.com

>>
>>
>> On Wed, Nov 22, 2017 at 12:52 PM, Brad Garlinghouse <[REDACTED]@ripple.com>
>> wrote:

>>
>>> sorry - did not see this before hitting tweet

>>>
>>>
>>> On Wed, Nov 22, 2017 at 2:49 PM, [REDACTED] <kjohnson@ripple.com>
>>> wrote:

>>>
>>>> Hi Brad,
>>>>
>>>> (Removed everyone but [REDACTED] and [REDACTED] to spare inboxes.)

>>>>
>>>> I made a quick edit to your tweet, take a look:

>>>>
>>>> Your tweet:
>>>> Holiday, schmoloday! Team Ripple is absolutely committed to
>>>> building XRP liquidity - with that said, we're excited to share
>>>> that Huobi (3rd largest exchange in China) is listing XRP tomorrow on Huobi Pro.
>>>>
>>>> I'll retweet once you push it live.

>>>>
>>>>
>>>>
>>>>
>>>>

>>>> [REDACTED]
>>>> [REDACTED]
>>>> Head of Content | Ripple
>>>> [REDACTED]@ripple.com | ripple.com
>>>>
>>>>
>>>> On Wed, Nov 22, 2017 at 12:34 PM, Brad Garlinghouse
>>>> [REDACTED]@ripple.com>
>>>> wrote:
>>>> [REDACTED]
>>>> [REDACTED]
>>>>> Is there more data behind your comment that Huobi carries a
>>>>> negative reputation? I'm aware they may have a pending fine from
>>>>> PBOC... but as a company that has endured it's own regulatory /
>>>>> compliance fine, I'm careful to not assume too much. From what I
>>>>> know they are a credible exchange as measured by the fact that they are top 10 in the world for crypto volume.
>>>>>
>>>>> I just read the document Monica put together. [REDACTED] owns listing
>>>>> announcements. At this point I don't expect any press to write
>>>>> about XRP listings - unless maybe it's coinbase or gemini. But we
>>>>> still want the community to be aware -yes?
>>>>>
>>>>> I still feel like I'm missing something... and that we are takign
>>>>> something relatively simple and making it complicated.
>>>>> To your point about 'what's coming' - to whom are you directing
>>>>> that? I presume Patrick (by way of Miguel / Dinuka and [REDACTED] own
>>>>> that
>>>>> pipeline?)
>>>>>
>>>>>
>>>>>
>>>>>
>>>>>
>>>>> On Wed, Nov 22, 2017 at 2:18 PM, [REDACTED]
>>>>> [REDACTED]@ripple.com>
>>>>> wrote:
>>>>>
>>>>>> All - my two cents:
>>>>>>
>>>>>> - Always in favor of moving the dial with XRP - as you know.
>>>>>> - I understand that this exchange carries a negative reputation
>>>>>> and there is pending administrative punishment/fine from PBOC, China's
>>>>>> financial regulator, reportedly for AML and possibly other issues. @Patrick
>>>>>> - I know that AoG has voiced her concerns. I'm not privy to the
>>>>>> conversations - but if you are confident that Ripple or XRP won't get
>>>>>> caught up in it, let's roll.
>>>>>> - We have experienced a recent instance where an exchange rushed
>>>>>> to market with XRP and skipped integration steps which resulted in missing
>>>>>> XRP for their customers (not Ripple's fault but also a negative
>>>>>> experience). For this reason - Monica rolled out a process and
>>>>>> checklist
>>>>>> [REDACTED]

>>>>> for exchange listings/announcements.
>>>>>
>>>>> All ducks are lined up? If so - let's put out the tweets. I'm
>>>>> also happy to add to the "how to buy XRP" page on Ripple.com.
>>>>>
>>>>> Lastly, in future - let's have visibility into what's coming down
>>>>> the pike so that we can promote "to the moon."
>>>>>
>>>>> Happy Thanksgiving,
>>>>> [REDACTED]
>>>>>
>>>>> On Wed, Nov 22, 2017 at 11:36 AM, [REDACTED]
>>>>> [REDACTED]>@ripple.com> wrote:
>>>>>
>>>>>> Hi Patrick just left a voicemail. If everyone's on board I'm
>>>>>> all for some marketing promotion. Don't want to be a bottleneck here.
>>>>>>
>>>>>> [REDACTED] I'll follow-up separately to make sure that we're all
>>>>>> lined up for some promotion. Like Brads idea on the Tweet!
>>>>>>
>>>>>> Moving forward I'll work more closely with BD to understand the
>>>>>> pipeline for exchanges. That way we can be ahead of
>>>>>> announcements and make sure we can make the biggest impact possible.
>>>>>>
>>>>>> [REDACTED]
>>>>>>
>>>>>>
>>>>>>
>>>>>> Sent from my iPhone
>>>>>>
>>>>>> On Nov 22, 2017, at 12:31 PM, Patrick Griffin
>>>>>> [REDACTED]>@ripple.com>
>>>>>> wrote:
>>>>>>
>>>>>>> I'm very open to it and do not see any downside scenario on the
>>>>>>> business front that we can't manage. I've asked [REDACTED] to give
>>>>>>> me a call to talk me through any scenario that I am not
>>>>>>> appreciating. Until then, I welcome any input from the group.
>>>>>>>
>>>>>>> (I like the tweet fwiw!)
>>>>>>>
>>>>>>> Patrick
>>>>>>>
>>>>>>> —
>>>>>>> Patrick Griffin
>>>>>>> SVP Business Development
>>>>>>> Ripple Inc.
>>>>>>>
>>>>>>>
>>>>>>>
>>>>>>>
>>>>>>> On Wed, Nov 22, 2017 at 1:27 PM, Brad Garlinghouse

>>>>>>> [REDACTED]@ripple.com>
>>>>>>> wrote:
>>>>>>>
>>>>>>> adding [REDACTED] and A'OG [REDACTED] and [REDACTED]
>>>>>>>
>>>>>>> Sparing Monica ;)
>>>>>>>
>>>>>>> PG, thanks for forwarding.
>>>>>>> Ultimately, this is your call. Compliance and legal are here
>>>>>>> to help you (as the business owner) understand risk. It's your
>>>>>>> job to allocate risk. Team marketing is also here to support
>>>>>>> your efforts and strategy - and give you good counsel.
>>>>>>>
>>>>>>> Clearly one of our efforts / strategies has been to get XRP
>>>>>>> listed on more exchanges. (top of mind it's one of your OKR's
>>>>>>> for the quarter!?)
>>>>>>>
>>>>>>> I think we want to share with the world anytime another
>>>>>>> exchange (particularly when it's the third largest exchange in
>>>>>>> China) is listing XRP. The community wants to know it's
>>>>>>> important to us and there is forward progress. To be clear, I
>>>>>>> am not suggesting the language of a tweet would 'endorse' Huobi
>>>>>>> - but to simply tweet out and draw attention to the fact that
>>>>>>> XRP continues to get listed at more exchanges - well, that is just a statement of fact.
>>>>>>>
>>>>>>> Are there risks here I'm not seeing?
>>>>>>> Are you worried that Huobi would be upset? Presumably they
>>>>>>> would be happy to get the extra attention.
>>>>>>>
>>>>>>> How about I tweet this:
>>>>>>> Holiday, schmoloday! Team Ripple is absolutely committed to
>>>>>>> building XRP liquidity - and in that context very excited to
>>>>>>> share that Houbi (3rd largest exchange in China) is listing BTC
>>>>>>> / XRP tomorrow on Huobi Pro.
>>>>>>>
>>>>>>> And now that I read the whole thread - per Patrick's point -
>>>>>>> maybe there is a tweet storm announcing the other China listings?
>>>>>>>
>>>>>>>
>>>>>>>
>>>>>>>
>>>>>>> On Wed, Nov 22, 2017 at 12:04 PM, Patrick Griffin <
>>>>>>> [REDACTED]@ripple.com> wrote:
>>>>>>>
>>>>>>> Just FYI on status re: a decision to Tweet or not to Tweet.
>>>>>>>
>>>>>>> pg
>>>>>>>
>>>>>>> —
>>>>>>> Patrick Griffin
>>>>>>> SVP Business Development
>>>>>>> Ripple Inc.

>>>>>>>>

>>>>>>>>

>>>>>>>>

>>>>>>>>

>>>>>>>> ----- Forwarded message -----

>>>>>>>> From: [REDACTED]@ripple.com>

>>>>>>>> Date: Wed, Nov 22, 2017 at 12:03 PM

>>>>>>>> Subject: Re: Partnership / listing XRP on the 3rd largest

>>>>>>>> exchange with 1M Chinese customers

>>>>>>>> To: Patrick Griffin <[REDACTED]@ripple.com>

>>>>>>>>

>>>>>>>>

>>>>>>>> Checking in with Antoinette on our Compliance coverage here.

>>>>>>>> Unfortunately Huobi's a little bit of a different exchange

>>>>>>>> since we've already considered them in the past prior to their

>>>>>>>> scandal with client funds

>>>>>>>> <<https://qz.com/1059179/huobi-and-okcoin-chinas-two-biggest-bitcoin-btc-exchanges-were-themselves-to-150-million-in-idle-client-funds/>>.

>>>>>>>> Want to be careful here especially as we consider China as a

>>>>>>>> key corridor for us in 2018. Passed along the process for

>>>>>>>> approving exchanges

>>>>>>>>

>>>>>>>>

>>>>>>>> to Compliance, and will work with [REDACTED] Miguel [REDACTED] to make

>>>>>>>> sure we can get ahead of these listings moving forward.

>>>>>>>>

>>>>>>>> TLDR - not yet, but keep you posted with updates!

>>>>>>>>

>>>>>>>>

>>>>>>>>

>>>>>>>> On Wed, Nov 22, 2017 at 10:59 AM, Patrick Griffin <

>>>>>>>> [REDACTED]@ripple.com> wrote:

>>>>>>>>

>>>>>>>> Is there a tweet storm on the horizon here?

>>>>>>>>

>>>>>>>> —

>>>>>>>> Patrick Griffin

>>>>>>>> SVP Business Development

>>>>>>>> Ripple Inc.

>>>>>>>>

>>>>>>>>

>>>>>>>>

>>>>>>>>

>>>>>>>> On Wed, Nov 22, 2017 at 11:11 AM, [REDACTED]

>>>>>>>> [REDACTED]@ripple.com> wrote:

>>>>>>>>

>>>>>>>> Sure will start getting this circulated.

>>>>>>>>

>>>>>>>> [REDACTED] lets check in off of this email on all upcoming

>>>>>>>> exchange listings. In order to make sure we can support

>>>>>>>> from Marketing we'll need to get final sign-offs from

>>>>>>>> Compliance/Legal. Let's chat more this next week in our 1-on-1.

>>>>>>>> [REDACTED]
>>>>>>>>
>>>>>>>> On Wed, Nov 22, 2017 at 9:09 AM, [REDACTED]
>>>>>>>> [REDACTED]@ripple.com> wrote:
>>>>>>>>
>>>>>>>> [REDACTED]
>>>>>>>>
>>>>>>>> Can you confirm all sign-offs (including compliance) per
>>>>>>>> this process?
>>>>>>>> [REDACTED]
>>>>>>>> [REDACTED]
>>>>>>>> [REDACTED]
>>>>>>>> [REDACTED]
>>>>>>>>
>>>>>>>> On Nov 22, 2017, at 7:47 AM, [REDACTED]
>>>>>>>> [REDACTED]@ripple.com>
>>>>>>>> wrote:
>>>>>>>>
>>>>>>>> Hi [REDACTED]
>>>>>>>>
>>>>>>>> There were some issues around PR'ing this given that Huobi
>>>>>>>> got in trouble/was fined for taking customer funds to
>>>>>>>> invest in high-yield, risky investments in the last couple of months.
>>>>>>>>
>>>>>>>> Do we know if the heat around them has died down?
>>>>>>>>
>>>>>>>> My inclination is not to promote because their reputation
>>>>>>>> is a it contentious, but welcome others' PoV.
>>>>>>>> [REDACTED]
>>>>>>>> [REDACTED]
>>>>>>>> Corporate Communications | Ripple [REDACTED]@ripple.com
>>>>>>>> [image: Inline image 1]
>>>>>>>>
>>>>>>>> On Wed, Nov 22, 2017 at 7:18 AM [REDACTED]
>>>>>>>> [REDACTED]@ripple.com> wrote:
>>>>>>>>
>>>>>>>> Moving Monica to BCC since she's on PTO and hopefully not
>>>>>>>> seeing this email until Friday :-)
>>>>>>>>
>>>>>>>> [REDACTED]
>>>>>>>>
>>>>>>>> Looks like Huobi
>>>>>>>> <<https://coinmarketcap.com/exchanges/huobi/>>
>>>>>>>> (one of the largest exchanges) is getting ready to list
>>>>>>>> XRP on Huobi.pro based in Singapore. Are we able to
>>>>>>>> provide some boosting on social, or release our own Tweet?
>>>>>>>> No PR needed here since it's a holiday and such quick turnaround.
>>>>>>>>
>>>>>>>> [REDACTED]
>>>>>>>>


```
>>>>>>>>>> On Wed, Nov 22, 2017 at 8:00 AM, Patrick Griffin <  
>>>>>>>>>> [REDACTED]@ripple.com> wrote:  
>>>>>>>>>>  
>>>>>>>>>> Are they doing any announcement? Are we supporting via  
>>>>>>>>>> tweet or anything?  
>>>>>>>>>>  
>>>>>>>>>> +Monica since Brad pushed me on this.  
>>>>>>>>>>  
>>>>>>>>>> On Nov 22, 2017, at 12:15 AM [REDACTED]  
>>>>>>>>>> [REDACTED]@ripple.com>  
>>>>>>>>>> wrote:  
>>>>>>>>>>  
>>>>>>>>>> FYI:  
>>>>>>>>>>  
>>>>>>>>>> Sent from my iPhone  
>>>>>>>>>>  
>>>>>>>>>> Begin forwarded message:  
>>>>>>>>>>  
>>>>>>>>>> *From:* [REDACTED]@ripple.com>  
>>>>>>>>>> *Date:* November 22, 2017 at 5:12:17 PM GMT+9  
>>>>>>>>>> *To:* [REDACTED]@ripple.com>  
>>>>>>>>>> *Cc:* [REDACTED]@ripple.com>, Miguel Vias <  
>>>>>>>>>> [REDACTED]@ripple.com>, [REDACTED]  
>>>>>>>>>> [REDACTED]@ripple.com> [REDACTED]@ripple.com>,  
>>>>>>>>>> [REDACTED]@ripple.com>  
>>>>>>>>>>  
>>>>>>>>>> *Subject:* *Re: Partnership / listing XRP on the 3rd  
>>>>>>>>>> largest exchange with 1M Chinese customers*  
>>>>>>>>>>  
>>>>>>>>>> Hi all,  
>>>>>>>>>> Just got a message from Huobi that they plan to list XRP  
>>>>>>>>>> tomorrow on their crypto to crypto exchange (Huobi.pro) based in Singapore.  
>>>>>>>>>>  
>>>>>>>>>> [REDACTED] pls share with the marketing team.  
>>>>>>>>>>  
>>>>>>>>>> [REDACTED]  
>>>>>>>>>>  
>>>>>>>>>> Sent from my iPhone  
>>>>>>>>>>  
>>>>>>>>>> On Nov 21, 2017, at 11:25 AM [REDACTED]  
>>>>>>>>>> [REDACTED]@ripple.com> wrote:  
>>>>>>>>>>  
>>>>>>>>>> Keep me posted on the results of the due diligence. Would  
>>>>>>>>>> love to offer some support on launching from the  
>>>>>>>>>> Marketing side of things, but will have to wait on a  
>>>>>>>>>> final review by Monica when she's back in next week.  
>>>>>>>>>>  
>>>>>>>>>> [REDACTED]  
>>>>>>>>>>  
>>>>>>>>>> On Mon, Nov 20, 2017 at 4:56 PM, [REDACTED]  
>>>>>>>>>> [REDACTED]@ripple.com> wrote:  
>>>>>>>>>>
```

>>>>>>>>>> Hi [REDACTED]
>>>>>>>>>> They initially planned to list XRP on Nov 20th, but I
>>>>>>>>>> suggested to them that they slow down and receive proper
>>>>>>>>>> technical training etc. after going through our due
>>>>>>>>>> diligence process. They are now going through the due
>>>>>>>>>> diligence process, and once it's done, I'll put you in touch with their engineers, who I heard are based
in SF.
>>>>>>>>>>
>>>>>>>>>> Flying drone! :)
>>>>>>>>>>
>>>>>>>>>> [REDACTED]
>>>>>>>>>>
>>>>>>>>>> On Tue, Nov 21, 2017 at 2:50 AM, [REDACTED]
>>>>>>>>>> <[REDACTED]@ripple.com
>>>>>>>>>> > wrote:
>>>>>>>>>>
>>>>>>>>>> The deck says "list XRP by Nov 20". Doesn't appear to
>>>>>>>>>> be on the site already.
>>>>>>>>>>
>>>>>>>>>> They seem like a serious bunch (see screenshot, esp the
>>>>>>>>>> little guy flying a drone!)
>>>>>>>>>>
>>>>>>>>>>
>>>>>>>>>>
>>>>>>>>>> --
>>>>>>>>>> [REDACTED]
>>>>>>>>>> Integration Engineer | Ripple [REDACTED]@ripple.com |
>>>>>>>>>> ripple.com/technology
>>>>>>>>>> [REDACTED]
>>>>>>>>>>
>>>>>>>>>>
>>>>>>>>>> On Sun, Nov 19, 2017 at 3:09 PM [REDACTED]
>>>>>>>>>> [REDACTED]@ripple.com> wrote:
>>>>>>>>>>
>>>>>>>>>> FYI, a Chinese exchange named ZB.com has approached me
>>>>>>>>>> and said they are going to list XRP on their exchange
>>>>>>>>>> outside of mainland China this week. See more details
>>>>>>>>>> in the attached deck. I was trying to meet someone
>>>>>>>>>> there in HK last week but couldn't. I'll try to find time to talk today and keep you all posted.
>>>>>>>>>>
>>>>>>>>>> [REDACTED] like other Chinese exchanges including OKex
>>>>>>>>>> and Huobi, they are seeking marketing partnership with
>>>>>>>>>> us.)
>>>>>>>>>>
>>>>>>>>>> Sent from my iPhone
>>>>>>>>>>
>>>>>>>>>> Begin forwarded message:
>>>>>>>>>>
>>>>>>>>>> *From:* [REDACTED]@gmail.com>
>>>>>>>>>> *Date:* November 19, 2017 at 7:10:43 AM GMT+9
>>>>>>>>>> *To:* [REDACTED]@ripple.com>
>>>>>>>>>> *Subject:* *Re: Partnership / listing XRP on the 3rd

>>>>>>>>>>>> largest exchange with 1M Chinese customers*

>>>>>>>>>>>>

>>>>>>>>>>>>> Hi [REDACTED]

>>>>>>>>>>>>

>>>>>>>>>>>>> Hope you have had a great time in HK!

>>>>>>>>>>>>

>>>>>>>>>>>>> I am sorry I couldn't manage to make the meeting happen.

>>>>>>>>>>>>> But I put some information about ZB and the plan to

>>>>>>>>>>>>> list XRP on the coming Monday together.

>>>>>>>>>>>>

>>>>>>>>>>>>> I just wonder if you could have a look and see if we

>>>>>>>>>>>>> could have a phone call about it?

>>>>>>>>>>>>

>>>>>>>>>>>>> Many thanks!

>>>>>>>>>>>>

>>>>>>>>>>>>> Best,

>>>>>>>>>>>>> [REDACTED]

>>>>>>>>>>>>

>>>>>>>>>>>>

>>>>>>>>>>>>

>>>>>>>>>>>>> On Wed, Nov 15, 2017 at 9:55 PM, [REDACTED]

>>>>>>>>>>>>> [REDACTED]<[REDACTED]@gmail.com> wrote:

>>>>>>>>>>>>

>>>>>>>>>>>>> Hi [REDACTED]

>>>>>>>>>>>>

>>>>>>>>>>>>>> Thanks for the prompt reply! Yes, they are now

>>>>>>>>>>>>>> outside of China.

>>>>>>>>>>>>

>>>>>>>>>>>>>> I am talking to them and see if they can meet you in HK.

>>>>>>>>>>>>>> Will keep you posted.

>>>>>>>>>>>>

>>>>>>>>>>>>>> I worked in HK for two years, love there :) Enjoy

>>>>>>>>>>>>>> your stay!

>>>>>>>>>>>>

>>>>>>>>>>>>>> Cheers,

>>>>>>>>>>>>>> [REDACTED]

>>>>>>>>>>>>

>>>>>>>>>>>>>> On Wed, Nov 15, 2017 at 9:25 PM, [REDACTED]

>>>>>>>>>>>>>> [REDACTED]<[REDACTED]@ripple.com> wrote:

>>>>>>>>>>>>

>>>>>>>>>>>>>> Hi [REDACTED]

>>>>>>>>>>>>

>>>>>>>>>>>>>>> Thanks for your email.

>>>>>>>>>>>>>>> Where is ZB.com located? Given the recent ban on

>>>>>>>>>>>>>>> exchanges in China, I assume they are located

>>>>>>>>>>>>>>> outside of China? I am visiting HK today and

>>>>>>>>>>>>>>> tomorrow. In case they happen to be located in HK, I could meet f2f too.

>>>>>>>>>>>>>>> [REDACTED]

>>>>>>>>>>>>>>> [REDACTED]

>>>>>>>>>>>>

>>>>>>>>>>>>>>> Sent from my iPhone

>>>>>>>>>>>>

[illegible]

>>>>>>>>>>>>>>> Best.

>>>>>>>>>>>> On Tue, Oct 24, 2017 at 11:34 AM,
>>>>>>>>>>>> [REDACTED]@ripple.com wrote:

>>>>>>>>>>>>>>> Here you go!

[illegible]

>>>>>>>>>>>>>>>>> Thanks

[illegible]

>>>>>>>>>>>>>>>>> Best

[illegible]

>>>>>>>>>>>>>>>>>> Hi

>>>>>>>>>>>>>>>>>>>>> Here is the presentation deck for your reference.

```
>>>>>>>>>>>>>> When you arrive at the lobby of our building,  
>>>>>>>>>>>>>> please let your name and that you are visiting  
>>>>>>>>>>>>>> Ripple, and come up to the M floor, where our company lobby is.
```

>>>>>>>>>>>>>>>>> Thanks,

[illegible]

[illegible]

[illegible]

[illegible]

[illegible][illegible][illegible][illegible][illegible][illegible][illegible][illegible]

[illegible]

[illegible]


```
>>>>>>> [REDACTED]
>>>>>>>
>>>>>>>
>>>>>>>
>>>>>>>
>>>>>>>
>>>>>>>
>>>>>>>
>>>>>>>
>>>>>>> [REDACTED]
>>>>>>> [REDACTED]
>>>>>>> Director of Audience Marketing | Ripple [REDACTED]
>>>>>>> ripple.com
>>>>>>>
>>>>>
>>>>>
>>>>
>>>>
>>>
>>
>
>
>
>
> [REDACTED]
> [REDACTED]
> Director of Audience Marketing | Ripple [REDACTED] ripple.com
>
```